

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 AGRE-00 CIAE-00 INR-10  
LAB-04 NSAE-00 SP-02 STR-07 TRSE-00 FRB-01 OMB-01  
L-03 CTME-00 /049 W  
-----005090 271117Z /11

R 261444Z MAY 78  
FM AMEMBASSY STOCKHOLM  
TO SECSTATE WASHDC 3912  
INFO USDOC WASHDC  
AMEMBASSY OSLO

UNCLAS STOCKHOLM 2106

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJ: UNDER SECRETARIAL TASK FORCE ON US FOOTWEAR: CONTINUING  
IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER  
SHOES AND BOOTS

REF: STATE 089279

1. THERE IS NO CENTRAL PURCHASING OFFICE FOR SWEDISH FIRE DEPTS.  
(APPROX. 20,000 EMPLOYEES). EACH MUNICIPAL FIRE DEPT. PURCHASES  
ITS OWN EQUIPMENT INCLUDING FOOTWEAR. THE FIRE DEPTS. WE CONTACTED  
DO NOT CALL FOR BIDS FOR PURCHASE OF FOOTWEAR BUT DEAL DIRECTLY  
WITH MANUFACTURERS, WHOLESALERS DISTRIBUTORS AND IMPORTERS. FIRE  
DEPT. CONTACTS REPORT THAT MOST FOOTWEAR PURCHASED BY SWEDISH  
FIRE DEPTS. ARE MANUFACTURED IN SWEDEN: RUBBER BOOTS BY TRELLE-  
BORG AB AND LEATHER BOOTS BY ARBESKO AB. IN RECENT YEARS,  
HOWEVER, FIRE DEPT. PURCHASES OF IMPORTED FOOTWEAR MANUFACTURED  
BY FINNISH FIRM, NOKIA AB, HAVE INCREASED SIGNIFICANTLY. IN  
SWEDEN NOKIA PRODUCTS ARE MARKETED BY FRANSK-NORDISKA HANDELS-  
KOMPANIET, BOX 19, 150 20 JARNA.

2. FIRE DEPT. CONTACTS INDICATED THAT, ALTHOUGH NOT REQUIRED  
BY LAW, THEY WOULD ONLY CONSIDER FOOTWEAR APPROVED BY STATENS  
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PROVINGSANSTALT (THE SW. INSTITUTE FOR MATERIALS TESTING, BOX  
857, 501 15 BORAS, PH 033-10 20 00). TESTING COST IS APP. \$80 -  
\$90 PER PAIR. IF PRODUCT HAS BEEN TESTED IN GERMANY, GREAT  
BRITAIN, FRANCE OR IN ANOTHER NORTH EUROPEAN COUNTRY, TEST  
RESULTS ARE USUALLY ACCEPTED IN SWEDEN. NEXT STEP WOULD BE TO  
GET THE PRODUCTS APPROVED BY ARBETARSKYDDSSSTYRELSEN (SW. WORKERS'  
PROTECTION BOARD), WENNERBERGSGATAN 10, FACK, 100 26 STOCKHOLM,

PH. 08-54 02 60. THEY ARE AT PRESENT WORKING ON NEW STANDARDS REGARDING PROTECTIVE FOOTWEAR THAT WILL CONFORM TO THE GERMAN STANDARDS, AND WILL BE IN FORCE IN ALL NORDIC COUNTRIES. STANDARDS FOR PROTECTIVE FOOTWEAR ARE MAINLY CONCERNED WITH RESISTANCE TO IMPACT AND PENETRATION.

3. FIRE DEPT. CONTACTS SAID THAT, SINCE US-MADE FOOTWEAR HAVE REPUTATION FOR SUPERIOR DESIGN & COMFORT, THEY WOULD BE PLEASED TO CONSIDER DALES PROPOSALS FROM US FIRMS ONCE PRODUCT TESTING AND APPROVAL OUTLINED PARA 3 HAVE BEEN OBTAINED.

4. WE RECOMMEND MANUFACTURERS CONTACT FIRE DEPTS OF THREE LARGEST CITIES IN SWEDEN:

A. BRANDFORSVARET, B. MALMO BRANDKAR  
ATTN: MR. OVE PETTERSSON, ATTN: ING. EK,  
STOCKHOLMS KOMMUN, DROTTNINGGATAN 20,  
MALMSKILLNADSGATAN 62-64, 211 49 MALMO,  
111 38 STOCKHOLM, TEL: 040-727 00;  
TEL: 08-22 77 00;

C. KALTORPS BRANDSTATION,  
ATTN: MR. HILDING ANDERSSON,  
GOTEBORGS BRANDFORSVAR,  
TORPARGATAN 14,  
416 74 GOTEBORG,  
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TEL: 031-17 22 10

NEGOTIATIONS WITH THESE DEPTS. SHOULD DETERMINE PRODUCT ACCEPTABILITY. IF MARKET POTENTIAL IS CONFIRMED, APPOINTMENT OF IMPORTER/DISTRIBUTOR RECOMMENDED TO UTILIZE SALES FORCE THAT CAN CONTACT ALL THE FIRE DEPTS. IN SWEDEN.

5. SWEDISH ARMED FORCES HAVE LARGE STOCKLS OF FOOTWEAR AND DO NOT PLAN PURCHASES IN FORSEEABLE FUTURE. TECHNICALLY, FOREIGN FIRMS ARE WELCOME TO BID FOR MILITARY PROCUREMENT CONTRACTS; BUT WITH SWEDISH GOVERNMENT COMMITTED TO MAINTAINING HARD-PRESSED DOMESTIC SHOE MANUFACTURING INDUSTRY, IN PART TO INSURE INDEPENDENCE OF MILITARY SUPPLY, WE WOULD EXPECT STRONG INFORMAL PRESSURE IN FAVOR OF DOMESTIC SUPPLIERS WHEN FOOTWEAR PROCUREMENT RESUMES. THE CIVIL DEFENSE BOARD REPORTS THE SAME SITUATION. ALTHOUGH THEY HAVE NOT PURCHASED FOOTWEAR IN THE PAST 15 YEARS, STOCKS ARE SO LARGE THAT NO PURCHASES ARE PLANNED IN THE IMMEDIATE FUTURE.

CONTACTS ARE: A. FMV-FORSVARETS MATERIELVERK (DEFENSE MATERIAL ADMINISTRATION), INTENDENTURAVD. (QUARTERMASTER DEPT), ATTN: MR. ARNE LINDSTEDT, CENTRALVAGEN 6, SOLNA, FACK, 10450

STOCKHOLM, TEL: 08-83 05 80;

B. CIVILFORSVARSSTYRELSEN (CIVIL DEFENSE BOARD), INKOPSAVD.  
(PURCHASING DEPT), JAMLANDSG. 97, FACK, 162 10 VALLINGBY,  
ATTN: MR. STEN JOHANSSON, TEL: 08-37 26 00.

6. SWEDISH POSTAL SERVICE AND PRIVATE GUARD SERVICES DO NOT  
PURCHASE FOOTWEAR. SHOES ARE NOT UNIFORM AND EACH EMPLOYEE  
BUYS FOOTWEAR ACCORDING TO PERSONAL TASTE FROM NORMAL RETAIL  
STORES. FOR APPROPRIATE CHANNELS OF DISTRIBUTION SEE STOCKHOLM  
A-9 FOR IDENTIFICATION OF AGENTS & DISTRIBUTORS THAT ARE MAJOR  
IMPORTERS, SHOE MANUFACTURERS THAT DISTRIBUTE IMPORTED FOOT-  
WEAR, MAJOR DEPARTMENT STORE CHAINS, AND BUYING CHAINS FOR  
RETAIL ASSOCIATIONS.  
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## Message Attributes

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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**To:** STATE  
**Type:** TE  
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